

CITRUS



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# CONSUMERS' GUIDE

JANUARY 15, 1941



COTTON



CONSUMER CLINICS



JUNIOR BOOKSHELF



POTATOES

# CONSUMERS' GUIDE

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*A Statement by Miss Harriet Elliott,  
Consumer Commissioner, National Defense  
Advisory Commission.*

**THE GREAT CHALLENGE** to the United States today is not alone a challenge to our force of arms; it is a challenge to our ability, to make our democracy and our economy produce and distribute plenty. The problem of maintaining and strengthening living standards is basically a problem of production. The question we face is, "Can we so organize and utilize our resources as to produce enough, not only for our greatly expanded armed forces, but for our civilian population as well?" If we allow our basic living standards to be impaired and our steps toward raising substandard levels to be checked while we still have unused resources that we could put to work, we shall deserve the taunts of the totalitarian powers that democratic societies cannot be efficient in the modern world. In the defense of our Nation we cannot let that occur; we cannot let any lack of courage, imagination, or ability to organize our productive resources bring us defeat. We cannot let any fear or uncertainty about our ability to meet the problems of the post-emergency stand in the way of victory on the home front today.

Let me stress President Roosevelt's words on this subject: "I would ask no one," he said, "to defend a democracy which in turn would not defend everyone in the Nation against want and privation. The strength of this Nation shall not be diluted by the failure of the Government to protect the

economic well-being of all citizens. . . .

"Our defense effort must not be blocked by those who fear the future consequences of surplus plant capacity. The possible consequences of failure of our defense efforts now are much more to be feared. . . .

"After the present needs of our defense are past, a proper handling of the country's peacetime needs will require all of the new productive capacity—if not more. . . .

"No pessimistic policy about the future of America shall delay the immediate expansion of those industries essential to defense."

That statement needs no interpretation.

In order to defend our democracy by securing our living standards, it is not enough merely to hold production of civilian goods at the level at which it was when the defense program was undertaken. Before the defense program was in operation, sufficient goods were not being produced to meet the needs of the civilian population. The suggestion has recently been made that consumption be reduced during the emergency in order to provide what is called a "backlog of unsatisfied consumer demand" with which to stimulate business activity after the emergency. The unsatisfied consumer demands of the past and present are forgotten in such a suggestion.

WE HAVE RESOURCES WHICH WE MUST use fully and effectively to produce both the necessary military supplies and consumer goods. When the defense program was undertaken, there was great under-use of existing productive capacity.

There are three easy ways and one hard one by which coordination of military and civilian needs and the general adjustment of our national economy to the defense program could be met. But only one of these methods, the hard way, is fully consistent with the democratic concept of total defense.

The easiest way, of course, would be to let shortages develop and let the consequent rising prices select the consumers with enough income to pay for the reduced supply.

The next easiest way is to impose priorities. This we shall do, and are doing where necessary, to insure military supplies. But priorities are no substitute for production. They are only devices to use temporarily while we get the necessary production, or, in a few cases, where there are actual shortages of raw materials which cannot be secured by any means. When and where priorities are necessary, adjustment of consumer purchasing may be required and will be appropriate.

A third way to adjust the impact of the defense program is to decrease consumer

demand by reducing consumer purchasing power through taxation, or other means. Great Britain has used this method under stress of its extreme war emergency, but the present situation in this country does not call for such measures.

These are the 3 easier ways of meeting the demands on productive capacity placed by the defense program. Rather than accept these measures as substitutes for efforts to produce the goods that go to make up our standards of living, we must choose the hard way—getting production—as the only one that is fully compatible with the defense of our democracy. We must direct our best ingenuity toward keeping up production through the most efficient use of existing capacities, and the expansion of such capacities as far as our resources permit; we must create the economic conditions favorable to the maintenance of such production. In the manner in which the production and purchase of military supplies is directed; in the manner in which business is conducted; in the manner in which consumers direct their expenditure; and in the manner in which local, State, and Federal governments provide consumer services that are publicly available—in all these ways the conditions for maintaining supplies of consumer goods are being established.

The maintenance of living standards calls for consumer income to stimulate production, price stability to insure that real income is not reduced through rising prices, action by producers and merchants to make and distribute the goods which are needed and by consumers to direct their purchasing intelligently.

As consumer member of the National Defense Advisory Commission, I have a direct responsibility for seeing, as far as is within my power, that these conditions are met in the actions of Federal agencies, and through the cooperative action of business and consumers.

I have a responsibility (a) to insure that civilian needs are given as much consideration as possible in planning defense orders, (b) to cooperate in developing positive measures for the production of necessary civilian supplies, (c) to be concerned with maintaining and enlarging consumer income, and (d) to protect consumer buying power from being undercut by price advances.

PHOTOGRAPHS: Farm Security Administration, bottom cover; pp. 5, 7 (right); Rural Electrification Administration, p. 9 (lower l.), p. 10 (top l.); U. S. D. A., p. 6



**COLUMBUS** is supposed to have brought the first orange seeds to the New World on his second trip to America. Either Ponce de Leon or De Soto introduced the orange to Florida. Early missionaries carried the fruit north from Mexico into California in the 17th century.



## A Citrus Saga

*Citrus fruits, like most people now here, once were immigrants to our country. How they got here, who eats them and grows them, and what about them are some of the questions we answer in a series of articles which starts here*

**ORANGES HAVE BEEN TAMED**, the juice domesticated, until today an orange out of the lunch basket or the orange juice at breakfast conjures up no images of sailing barques on 16th Century voyages of discovery, or of knights bent on crusading, or Mongol conquerors playing with oranges half way round the world.

In their time, however, oranges and other citrus fruits have been places, and even today they are central characters in a modern economic drama that includes citrus fruit growers who for decades have been increasing the amount of fruit they grow and want to keep on increasing it. Co-featured, you might say, in this contemporary drama are millions of Americans who would like to be citrus fruit consumers, but can't.

Now, drink your orange juice, and let's begin at the beginning.

CITRUS FRUITS ARE SUPPOSED TO HAVE grown originally on the slopes of the Himalayas between India and China. So far as is known they were first cultivated in China where Confucius in the 5th Century B. C. edited a book which referred to them. Christopher Columbus brought oranges, lemons, and citrons to this hemisphere on his second voyage. Either Ponce de Leon or De Soto dropped seeds in Florida, thus establishing citrus fruits there. Whichever one of these adventurers it was, the pips took hold quickly and by the time English settlers got to Florida there were already groves of sweet and sour oranges flourishing wild along the river banks and the shores of the inland lakes.

The great man in the history of California oranges was no conquistador. He was the Superintendent of the Botanical Gardens in

(of all places) Washington, D. C. William Saunders knew a woman missionary in Bahia, Brazil. Turning his friendship to account, he wrote her and asked that she pack up some of the navel orange trees which grew there and send them to him. When they finally arrived (there were 12 of them) he set them out in his greenhouses and began to study them along with his other plants. In the year 1873, still pursuing his studies, he sent 2 of the trees over the new transcontinental railroad to another friend of his, Mrs. Eliza C. Tibbets, in Riverside, California, suggesting that they ought to grow out in her country. One of these trees died; but the second one, which is alive now and still bearing fruit, has an honored spot inside an iron picket fence and a bronze tablet to commemorate it in its own lifetime. Most of the navel orange

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trees in California today derive from this tree.

There were oranges in California before Mrs. Tibbets planted the 2 trees William Saunders sent her. The first commercial orange grove in California was planted on the present site of a railroad terminal in Los Angeles in 1841 by a Kentucky trapper who had grown tired of hunting. Before him Jesuit missionaries were growing oranges in California at least as early as 1804 and perhaps as early as 1634 when the first mission was established in California. Mrs. Tibbets' tree earned its bronze tablet because orange growing as an industry really took root on the West Coast with the adoption of the Washington navel orange.

Washington in the name of the Washington navel orange stands for Washington, D. C. When asked where she got her trees, Mrs. Tibbets could never think of the Brazilian town they came from. Instead she would say they came from Washington.

THE MISTAKE WAS ONE WITH A GOOD precedent in citrus history. Citrus, the name for the genus of trees which includes the orange, the lemon, the lime, the tangerine, and the kumquat tree, is itself a mistake. Literally citrus means cedar. About 2,500 years ago a very bad Greek botanist saw a citrus tree for the first time and mistaking it for a cedar tree he called it a cedar tree in his native tongue and its fruit, cedar apples. The Romans unsuspectingly perpetuated the mistake in Latin, and hence citrus.

Citrus fruits are prized today mainly because it's known that they are an excellent source of Vitamin C, ascorbic acid, a specific remedy for scurvy.

**GRAND-DADDY** of some 9 million navel orange trees, the original "Washington" navel orange tree planted in California is still lusty enough to produce 4 boxes of fruit a year. The bronze tablet (left) which commemorates the planting of the tree back in 1875 remarks that the Washington navel tree was the most valuable fruit introduction yet made by the United States Department of Agriculture. Below are a few of California's 95,000 acres where descendants of the original Washington navel tree now grow.



Curative powers have been attributed to citrus fruits for a long time. A 14th Century English traveler who was a notorious liar reported that in Ceylon the natives anointed themselves with lemon juice to guard against crocodiles when they went swimming. Theophrastus, who wrote the first great botanical compilation some time around 310 B. C. reported that citrus fruit was an effective antidote against deadly poison and that it sweetened the breath. In Kiangs in the 8th Century the ladies of the nobility played with mandarin oranges so their hands would be scented with their fragrance. In 17th Century England fops carried oranges both as a protection against the plague and as something to hold under the nose on stepping across an open sewer.

During the age of discoveries, when scurvy complicated seafaring, it was learned that the juice of limes and lemons prevented the scabrous eyes and the rotting gums characteristic of the disease. Learned doctors of the time, searching out the curative quality in the limes and lemons, decided finally that it lay in the acidity of the fruit. They ruled, therefore, that oil of vitriol, sulfuric acid, that is, a far more potent acid, would do the trick just as well. Oil of vitriol was a great deal less expensive than limes and lemons, so for a while sailors were

dosed with vitriol and afflicted with scurvy too.

In the early 1700's, however, the British Parliament adopted a law prescribing lime juice for seamen in the British Navy. From then on, the antiscorbutic quality of citrus fruit was accepted, but it wasn't until about 1905 that a research worker discovered that the lack in the diet of something contained in green vegetables and citrus fruits caused the nutritional deficiency disease known as scurvy. Twenty-five more years elapsed before that something was identified as Vitamin C. More recently it has been learned that Vitamin C is a chemical compound which is relatively easy to prepare in the laboratory. Since its composition has been determined it has been called by the more precise name, ascorbic acid.

DIETS WHICH DON'T CONTAIN ADEQUATE amounts of ascorbic acid daily result eventually in bleeding gums, fatigue, a lowered resistance to disease, lack of appetite, tooth decay, and declining vitality which evidences itself in a slowness or inability to recover from injuries.

Besides containing really valuable concentrations of ascorbic acid, citrus fruits also contain less important amounts of Vitamin

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B, and some minerals needed by the body. They are mildly laxative.

Ascorbic acid, which makes citrus fruits valuable, obviously, is only one of the many elements that are necessary in a balanced and healthful diet, and citrus fruits are only one of the sources of this nutrient (but an excellent source).

Armed with modern nutritional knowledge, there are experts who say that a great deal more citrus fruit should be produced and made available to the men, women, and children of America than is being produced and distributed now. For example, the 1940 Yearbook of Agriculture, "Food and Life," published by the United States Department of Agriculture, says that to maintain every American on a good diet it would be necessary to consume 70 percent more citrus fruit and tomatoes than are produced now.

People who are looking for signs of the times should put that statistic in their notebooks. Forty years or so ago an eminent expert in the science of nutrition deplored the tendency of wage-earning families to buy fruit and vegetables as soon as they could afford anything more than a minimum diet.

IT DIDN'T TAKE LEARNED DOCTORS TO prevent most people from eating citrus fruits in the last century. Citrus fruits just weren't available to any families except the very rich because there was no cheap way to get them from the semi-tropical regions, where they grew, to the centers of population. In 1859, a cargo of 300,000 oranges was loaded onto a vessel in Puerto Rico with New Haven their destination. By the time the oranges reached New Haven all except 90,000 of them had spoiled.

In 1865, the first refrigerated car was improvised, and in 1867 the prototype of the modern refrigerator car entered the fruit and vegetable carrying trade.

The transformation the refrigerated car effected in the American diet is best shown by comparing the citrus fruit bought by the family of a professional person in 1826-27 with the citrus fruits purchased by a similar family in 1926-27.

Food expenditures over an entire year for both families were approximately the same, the 19th Century family spent \$916.40 for food during the year studied while the 20th Century family spent slightly less, \$914.44.

Lemons were the only citrus fruit the 1826 family bought, \$2.50 worth in all for the entire year, that is, 0.3 percent of the total amount of money the family spent on food.

The 1926 family, on the other hand, spent

3 percent of its food money on citrus fruit. It had on its table during the year, \$22.16 worth of oranges, \$1.80 worth of grapefruit and 33 cents worth of lemons.

Nor was the Vitamin C slack taken up by tomatoes, for the 20th Century family spent over 4 times as much on tomatoes as its 19th Century predecessor, \$10.91 against \$2.55.

THE FIRST TIME IN HISTORY ANYONE ever took the trouble to get a picture of what most people in the country ate during a year was in 1935-36 when WPA funds and personnel were made available to a number of Government agencies including the Bureau of Home Economics and the Bureau of Labor Statistics to study the diet of American families, among other things.

An important fact disclosed was that citrus fruits do not yet appear in the diets of too many American families. Citrus fruits have ceased to be the peculiar adornment of the tables of royal families and merchant princes but they still don't appear regularly enough on the tables of at least 45 million Americans.

During a week in the fall of 1935, about 80 percent of the white non-relief families in New York and Chicago with incomes of less than \$1,000 ate oranges. Very few (18.5 percent) ate grapefruit. About one out of 4 reported lemons in their diets in the season in which they are most popular, May through August.

Another set of figures compiled from the same study shows how the consumption of oranges and grapefruit tends to float up toward the higher income levels.

Non-farm, non-relief families with incomes between \$1,000 and \$1,500 ate almost 5 times as many oranges as did families with incomes of less than \$500. Families with incomes of \$5,000 and over, on the other hand, ate 2½ times as many oranges as the \$1,000-\$1,500 families, and more than 11 times as many oranges as the under-\$500 families.

Grapefruit has an even stronger tendency to bob out of the reach of low income families. The under-\$500 families had only one-sixth as much grapefruit to eat during the year 1935-36 as the families with incomes between \$1,000 and \$1,500, and less than one-twentieth as much grapefruit as the families in the over \$5,000 a year class.

WITH FIGURES LIKE THESE AVAILABLE, IT should come as no surprise to learn that after the refrigerator car the next most powerful blow ever struck for citrus fruit consumption was dealt by the Government agencies

which since 1933 have been routing extra amounts of protective foods to the needy.

From 1933 to January 1, 1940, 7,089,000 boxes of oranges had been distributed through the Department of Agriculture's Federal Surplus Commodities Corporation, 4,893,000 boxes of grapefruit and 3,811,000 cans of grapefruit juice went to the same excellent purpose.

Since May 16, 1940, oranges and grapefruit have from time to time appeared on the Blue Stamp list, thus enabling needy families in cities where the Food Stamp Plan is in effect to buy these fruits with the blue stamps they receive free from the FSCC. From May 16, to December 1, 1940 Blue Stamp families bought \$2,369,000 worth of oranges and grapefruit with their free blue stamps.

Citrus fruit consumption among low income families participating in the Food Stamp Plan goes up even when the citrus fruits are not Blue Stamp foods. What happens, of course, is that with the 50 percent increase in food purchasing power made possible by the blue stamps, families naturally increase the purchases of the foods they think they have been getting too little of. In Dayton, Ohio, during August and

[Continued on page 14]

**REFRIGERATOR** cars and the Federal distribution of surplus foods to the needy are the 2 big facts in a consumer history of citrus fruits. A way is yet to be discovered to get enough citrus fruit to all the consumers who need to have their Vitamin C supply jacked up.



COTTON farm families are going to spend most of the cotton stamps on household supplies if experience with city relief families is any guide. But there's no limit on the type of cotton goods they choose so long as the product is made of American cotton and in American factories.



## Stamp Planning a New Way

**ECONOMIC COUSIN** to the shoeless shoemaker, the ill-clothed cotton grower, is going to have a chance to get \$25,000,000 worth of cotton clothing and household goods in 1941.

Cotton stamps, supplied and redeemed by Agriculture's Surplus Marketing Administration, are going to perform this long overdue act of justice.

Stamps are the reward that cotton growers, cooperating in the Triple-A program, get for volunteering to produce less than their allotted amount of raw cotton this year.

They are a part of a triple-action aid to depression-gripped cotton growers that gives a lift along the way to the people who make and market cotton goods.

Unlike the Food Stamp Plan operating in more than 250 communities, or the regular Cotton Stamp Plan in effect in some 20 areas through the country, the stamps used in this 1941 supplementary cotton program are not going only to families receiving public assistance. Every cotton family is eligible to join whether it is a landlord or tenant or sharecropper family.

Here is the problem that the supplementary cotton program is aimed at:

There are 2½ million cotton growing families in 19 southern States.

Great numbers of them are poor, ill-fed,

ill-clothed, and ill-housed.

Incomes from cotton, divided up, come to an average of only \$80 a person per year.

Before the present cotton program more than 600 thousand Southern farms had no home gardens; more than 600 thousand had no milk cows; 800 thousand had no hogs; nearly 300 thousand had no chickens.

IN A GREAT REGION, FASHIONED BY NATURE to produce almost anything that grows, a tragically large proportion of the farms were failing even to feed their own people.

Livelihood for these citizens of America has for generations come from cotton, and for years the cotton situation has been only this side of desperate.

Most simply it can be described right now by pointing to the 10½ million bales of surplus cotton now held in warehouses by the United States Government.

Prospects for making a living are obscured more this year than ever before by the smoke clouds rising from the war that's taking place across the Atlantic. So long as war

continues the European buyers of American cotton who usually take 4 out of every 10 pounds our farmers produce, won't want more than a fraction of that.

Obviously a way has to be worked out to prevent a further clogging of warehouses with more surplus cotton.

A reduction in the number of acres devoted to cotton is in order.

Under the Agricultural Adjustment Act of 1938, the law the Triple-A administers, farmers and the Department of Agriculture have been working together to balance the production of cotton against the market for it.

Under this law farmers are encouraged to shift some of their acres from cotton growing, which wears out the soil, to the raising of other farm products which build up the soil. They are helped in adopting soil conservation practices on their land. Farmers are encouraged, too, to live at home, to plant kitchen gardens to raise the fresh fruits and vegetables they need in a good healthful diet, to get themselves a family cow so they can have the milk and the butter their families need, to raise chickens and pigs so their

**Now cotton stamps are going to Southern families to lift some of the cotton surplus off their backs and put cotton goods on them**

families can have meat, no matter which way the cotton market goes.

When the war broke out this program was gathering momentum.

Now war underscored the need to get everything moving twice as fast, and the supplementary cotton program speeds up the movement forward for the South's cotton growing families.

Under the cotton program, farmers have already agreed to plant just so many acres this spring. Now comes the Department of Agriculture and says:

"If you agree to reduce still further the amount of land used for cotton, you will receive an extra payment in cotton stamps.

"You can take these cotton stamps to the stores in your community and buy cotton clothes and cotton household goods with them. Or, if you prefer, you can buy cotton goods from certified mail order houses and mail the stamps in payment.

"Every family can earn a top of \$25 worth of stamps, and \$25,000,000 will be made available by the Surplus Marketing Administration to redeem these stamps. If you happen to be a farmer with more than one farm, or if you operate a farm with 2 or more tenants or sharecroppers, you can earn a top of \$50 worth of stamps.

"This is how you earn your stamps:

"Suppose you planted 10 acres of cotton last year, and under the Triple-A program your share or 'allotment' of acres this year is 10. Suppose, too, that you decide to plant only 9 acres. An acre of your land ordinarily

may yield 200 pounds of cotton. Then you would produce 200 pounds less than you would have produced under the regular cotton program. For each of these 200 pounds you forego producing, the Government will pay you 10 cents in cotton stamps. That makes a total of \$20.00.

"In this way everybody, working together, will prevent more cotton piling up than can be sold at a decent-living price. Furthermore, each family cooperating will have an income in Stamps that can be turned into cotton goods.

"And here's something more: If you will take that acre or so you didn't use for cotton and use it in growing and storing food for your own family, you'll get, in addition, a small 'practice payment,' enough to buy seed for a garden, if you want to use it that way. That will make it easier to get started on a good diet plan for your kids.

"The Extension Service and the Farm Security Administration of the Department of Agriculture will show you how you can use your extra land to produce the best food you ever ate. They'll tell you, too, how to get the best buys with your Cotton Stamps."

Now some of the cotton surplus, which has been for years a burden on the back of cotton farmers, can be turned into clothes on their back instead.

Altogether it is estimated that this stamp program will take a 575 thousand bale bite into the cotton surplus, what with the increase in cotton goods farm families buy and the decrease in cotton grown.

OBVIOUSLY, THESE STAMPS ARE NOT AN outright gift to cotton growers. To earn \$25 worth of stamps, they will have to forego the income they might have earned from selling the pounds of cotton they agree not to raise.

Against this loss, however, their gain comes not only in the cotton clothes they can buy and in the better diets their families can have, but in the extra shove downward given to the mountainous surplus of cotton which keeps batting the price of cotton on the head.

Nor are cotton growing families the only ones who will make a gain by this plan. Out of every dollar spent for cotton goods, some 85 cents of it goes to workers and all the people along the line from gins and mills to retail stores. Out of every dollar's worth of cotton stamps, the same will be true.

Nobody has yet found the kind of yardstick that measures the satisfaction, the well-being, or plain sense of joy, that new cotton clothes give to people who can hardly remember their last new clothes.

It takes time, but it is easier, to measure the new health and vitality that will follow from better balanced diets made possible by home gardens.

But without waiting for the statistical proofs to come in, these 2 returns give promise of offering something substantial and heartening to the lives of the 10 million people who live in want in the middle of America's richest lands.

**LAND used to raise health-giving foods they can't buy instead of cotton they can't sell is the second gain Southern families can make under the new cotton program. Many farm family diets have a long way to go before they reach the safety line.**

**MORE THAN 10 million bales of surplus cotton which can't be sold do nobody any good. The new cotton program helps cotton farmers a third way by compensating with cotton stamps for not making that surplus any bigger this year.**





## This Is the Way They Do It

*It would take a thick book to record the achievements of more than a million farm women, organized in Home Demonstration Clubs, who are learning how to be smarter consumers, but here are a few samples of ways they worked at this job last year*

**CONSUMER CLINICS** are something new under the sun—for most city consumers. That makes the city consumer about 20 years behind his country cousin. Rural consumers have had consumer "clinics" for more than a score of years to help solve their buying problems, learn better ways of running their homes, and get the latest facts on proper nutrition.

True, rural consumers don't call these group meetings where they learn to become better consumers "clinics." They call them Home Demonstration clubs. There are some 1,100,000 farm women who belong to Home Demonstration clubs. And clubs are operating in every farm county in the United States. Purpose of the Home Demonstration club is to show farm women how to meet their everyday homemaking problems. Advising and counseling these clubs is a modest staff of Home Demonstration agents and specialists whose salaries are paid from local, State, and Federal funds.

Every year Home Demonstration agents and specialists report activities of the previous 12 months of the Extension Service

in the Department of Agriculture. Here are some flashes from those reports.

**Alabama:** Over 5,000 Alabama farm families followed "recommended methods" for buying for the home (not including foods and clothing) last year, the agent reported. Seven counties had programs under way, while many individual requests for help in buying came in, particularly for electrical equipment.

**California:** Coats went under the spotlight in a series of meetings in San Benito County. Workmanship, fabric, style, and cost were considered. Club members thought these questions should be asked before buying a coat: What type do I need? Is it for dress, sports, or general wear? How much can I afford to spend? What color will harmonize best with my wardrobe? How many years wear must I get? Which style fits me best, and is likely to last over several seasons?

**Colorado:** Talking over "wise buying of food" with nutrition specialists, club mem-

**NO GRADE** on the label? Then you'd better check on the quality you get.

bers organized programs on labels, grades, and sizes of canned goods.

In one county, the women studied the purchase and preparation of dried foods. One member found that a pound of dried beans produced twice as much as a can of beans and cost half as much. Another member learned that one pound of dried peaches at 13 cents was equivalent to 30 cents worth of canned peaches of the same quality.

In a third county, a member kept a record of the cost of baking bread for a family of 5. She found that 55 cents covered the cost of all ingredients for enough bread to last a week. The same bread bought would have cost her \$2.10. (Of course the cost of ingredients are not the only thing you pay for when you buy bread, but for women who have time to make bread and who have stoves that are kept warm anyway, this comparison is important.)

**Connecticut:** Connecticut farm consumers in one county literally tore apart a few low-price dresses to find out their weak spots and how they should be made. When they had completed this project on wash dresses, a questionnaire was passed around among the group of 377 women. The results showed that 364 members had learned what points to look for in a garment before purchasing; 316 learned the importance of specifications; 272 believed that the information they had gathered at their club had made them better dress buyers.

Other clubs in the State ran a similar project on hosiery, then selected 12 members to report on 10 different brands, priced at 49, 67, 69, 79, 98 cents, and \$1.00. They soon learned that price of the hosiery was not a sure index of its wearability. Likewise, they learned the necessity of proper care of hosiery. One 79-cent pair broke down after 8 half-days of wearing, while an identical pair, which received proper care, lasted 140½ days.

**Delaware:** New Rural Electrification Administration signers received special attention at one meeting given over to a discussion of electrical appliances. On clothing projects in 2 counties, club members examined shoes, hose, men's shirts, and winter coats. In another, foods, canned and packaged goods came under the club's spotlight. Local stores cooperated in displays of electrical appliances and shoes.

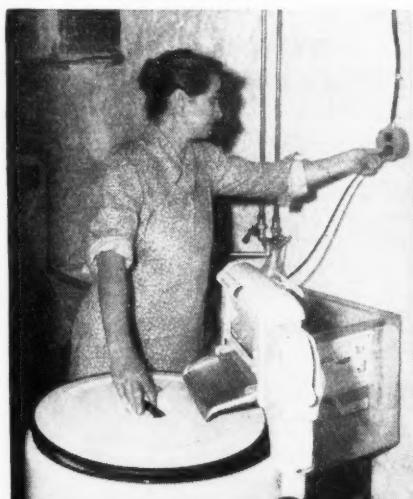
**Florida:** A skit—"A Bargain in Sheets"—presented in Pinellas County, had as its moral a bargain is not always a bargain if you don't get what you need. Every club in the county used the skit in discussing the family linen supply. Members also studied the construction of towels and sheets as part of the project.

**Illinois:** On a State-wide food buying project, consumers seemed most interested in evaluating advertising and in selection of canned food. In Kane County the women studied tips on judging freshness, watched for grades and labels, used vegetables in season, used a greater variety, and bought in person, not over the phone. One member reported: "I have helped 20 neighbors and 4 grocery clerks to evaluate food advertisements and to read labels with a 'seeing eye.'"

Three lessons on the way to buy a fabric featured one project of the De Witt County club last year. The project started off with a study of labels, Federal Trade Commission regulations, and what should be on the label. Lesson 2 had to do with rayon, what it is, how to buy it, and identification of different types of rayon. The last lesson was on how to buy wash fabrics, comparison of cotton and linen—their serviceability, durability, and comfort—and information on different types of finishes.

**Indiana:** In 8 of the counties, members visited furniture stores in town to hear talks on how to buy mattresses and springs.

**Iowa:** "Guides to Textile Buying" included a study of fabrics, finishes, and labels.



**NEAT, but is it the best buy for the cash you have and the job it has to do?**



**IT'S a wise consumer who knows her own laws, and whether they're enforced.**

Labels and trade terms were studied. Many women were surprised to find the dresses they wore were rayon, not silk, and they became expert at making simple tests with small bits of the material so that the next time they could tell the difference.

**Kansas:** One project on shoes in Butler County resulted in making consumers more critical and inquisitive when they bought. Salesmen in town reported the women were showing more interest in comfort as well as style in shoes. Another project on home furnishings had members studying buying points, selection and care of furniture. Visits to local stores to apply the facts learned featured the project.

**Louisiana:** Terrebonne Parish recently had REA lines made available for rural consumers, so it was no more than natural that they study correct lighting and appliances. Washing machines and irons received most attention, with both demonstrated.

**Maine:** A typical meeting on food, held by a Cumberland County club, brought 26 women to the community hall "in spite of bad roads," the agent reported. Talk of food buying led into a discussion of "neighborhood opinion, flowery advertising, and radio broadcasts." The members agreed that the 3 questions that should always be asked about these were: "What are they telling me? Why are they telling me? Who says so?"

Putting the spotlight on cereals, they studied charts showing comparative food

values and costs, and placed these against advertising and label claims. The agent explained how, when money is scarce, to use whole wheat, rolled wheat, and oats.

**Maryland:** "Stretch Your Family Dollar With Safety" was the subject for a project in Prince Georges County. Under that heading came discussions of grades, labels, false containers. Nineteen exhibits featured the year-end county meeting, all emphasizing better buymanship. There were practical demonstrations on home canning, bread baking, cake, muffin and biscuit preparation, and comparison of costs between large and small containers of soap powder.

**Massachusetts:** In a 7-month project on foods in Middlesex County, a series of 56 meetings in 23 towns featured discussion of labels, grades, can sizes, dried food facts, meat buying, and related problems. At the last meeting of the series general buying rules for lowering food budgets and getting more and better food were discussed. Three leaflets were prepared for study material.

**Michigan:** A course by the clothing specialist on fabric selection, in Jackson County, took up artificial fabrics that come from the milk can, soy beans, glass, and other sources. One member, when a store clerk couldn't identify the type of rayon in a dress for her, evened the score by refusing to buy the dress until the clerk became more informed.

**Mississippi:** As an object lesson in informed buying, members of Tallahatchie County studied men's shirts, figuring their monthly



**BUDGETERS** always check a sales slip, never let a slip slip through their fingers.



**COMPARING** costs of home-baked and store-bought bread is an expert's job.

cost according to how long they lasted. Shoes also were part of the project, particularly the way proper fit affects health. Members tested themselves to see if they were wearing proper fitting shoes, and many found they weren't.

**Montana:** In Lewis and Clark County members discussed purchase of ready-to-wear and hosiery. One member reported that when she looked at the label, she also "made sure it was not a sweat shop product."

**Nebraska:** A meeting was called of representatives of the American Association of University Women, the Farm Security Administration, home economists of local business firms, and the local Better Business Bureau, to discuss the part home economics leaders should play in development of consumer information. Another undertaking was the issuance of periodic letters to home-account cooperators carrying timely consumer information.

**Nevada:** Using the **CONSUMERS' GUIDE**, The Market Basket, issued by the Bureau of Home Economics, and the News Letter of the Stephens Institute of Consumer Education, clubs in Washoe County followed a plan of having 2 members from each club report at each meeting on different consumer problems. A scrapbook listing products used by members, was kept, telling whether the product was good, fair, or bad. This has been kept for 5 years. During the year, there were 4 "method demonstrations" on a study of organizations and laws that protect consumers.

**New Hampshire:** Questionnaires on breakfast eating were filled out by 75 4-H club boys and girls. Results showed 63 ate breakfast, 12 did not regularly because "they lunched at night and got up too late;" some had formed the habit of leaving out the meal altogether. Forty-five drank milk or had it in cocoa as well as in cereal, 20 drank cocoa instead of milk, and 14 drank coffee. Twenty-six children never had eggs for breakfast; others had them 2 or 3 times a week. Fresh fruits were lacking on the breakfast table, but there was plenty of pancakes and white bread; 18 reported using whole wheat bread.

**New Jersey:** In Somerset County the agent reported a series of talks on fabric selection, using exhibits, and stressing the need for consumer alertness and information when buying. One member told of an encounter with a store clerk who was so taken back at questions on fabrics put to him that he exclaimed "with some show of irritation," "Say, lady, are you a member of a women's club, or what are you a member of?" Seven months later the same clerk listened to the same customer's questions, then observed: "Women really are interested in knowing what they are buying, aren't they?"

**New Mexico:** "How To Tell Quality in Bedding," with a demonstration with sheets and blankets featured a project in Dona Ana County. One outcome of the project was that members agreed to mark sheets with month and date purchased and to keep a record of the launderings to see if the label guarantee was reliable. Also in the county members discussed the Food, Drug, and Cos-

**SAVE foolishly on lighting and you may have to spend lavishly on eyes.**



**IT'S NOT** just the fit but the quality of the goods and the making that count.

metic Act, and the buying of canned goods, stressing the need for standardized can sizes.

**New York:** When a group of 19 Delaware County leaders met for a conference, one of the members noted that 16 of the 19 were wearing glasses. That led to a discussion on the effect lighting in the home has on good eyesight.

Out of all this came a project for improvement of home lighting. First, with the cooperation of the State college and the local electric company, lighting kits and a simple light meter to be used for measuring light intensity were rounded up. Lamps and bulbs were borrowed from local stores to illustrate modern lighting methods. Then, in a round-robin tour of 4 selected homes, the agent talked on lighting techniques, and in each home, used the light meter to show how inadequate the lighting was in certain sections of the house.



**North Carolina:** After a lengthy study, members in Anson County concluded that tailored garments like coats and suits were more successful when bought ready made but that with simple patterns, lightweight materials could be made up at home. Care of garments and use of discarded ones for growing children were also studied. Cabarrus County consumers talked about winter coats, using charts from the Bureau of Home Economics.

**Oklahoma:** A tomato-tasting test with 4 different priced products ended with the conclusion that the next to the cheapest product had the best flavor. A similar test was made

with canned peaches, and then the members talked about food labels they had brought along with them to the meeting, pointing out the good and bad points of each.

**Pennsylvania:** Women in a number of Pennsylvania counties learned how to economize on their food purchases by careful selection of lower-priced products, and through quantity buying. They studied a large number of common foods, and discovered, among other things, that the best can of canned peas was not always the highest priced.

Study of coat labels, materials, and construction featured a project in York County.

In Warren County, where electricity was being put in, there were demonstrations of proper equipment, and suggestions for economizing through converting old oil lamps into electric ones in the home.

**Rhode Island:** One project was a discussion of commercially prepared foods versus those made entirely at home. Points in favor of each were marshalled; cost, convenience, quality were compared.

**South Carolina:** One of the projects in the State last year was designed to teach clothing consumers to become better reference shelf users before they buy.

To that end, the group became literature conscious on the subject of clothing. Clothing Selection Charts, issued by the Bureau of Home Economics, were used to bring home important buying points. Leaflets issued by the Department of Agriculture on clothing buying were distributed among the members.

Studying unfair trade practices, false labeling, and false advertising, members in Beaufort County first went into a discussion

**IT'S got glamor appeal, but how well will it wear? What care do you give it?**



of government and private agencies interested in consumer welfare. Then, as a starter toward building up a consumer library, they subscribed to a number of consumer publications, with supplementary educational exhibits from stores and institutions.

**South Dakota:** Set up as the nutritional goals of the year were these aims: To teach consumers how to buy foods, and to show them how to get full benefit of food nutrients. Leaders and agents met at 4 training schools planned by the specialist. The project concentrated on cereals, canned fruits and vegetables.

In Pennington County there was a training school for leaders on wise buying of men's wear. Men's hose, underwear, overalls, pajamas, shorts, suits, and shirts were studied. During the afternoon session, a local storekeeper was invited to talk on purchase of men's suits.

**Texas:** Continuing a program of urging co-operative buying of fruits, 20 counties bought pineapples during the year cooperatively. This was done in a business-like manner. Individual members filled out order blanks and then leaders interviewed a number of dealers and independent truckers to get the best price and delivery arrangements. After the fruit was purchased, there were classes on using and canning it. Pooled orders for oranges also were undertaken by the clubs.

**Utah:** In Weber County, a training class for leaders went into 4 different problems during a 2-day meeting: Consumer education and responsibility; advertising, sales and bargains; weights and measures, labels, packaged and bulk goods; and "when you buy canned goods." They examined cereals, prepared foods, canned products, and fresh fruits and vegetables. Stress was put on labels and advertising, and use of government agencies helping consumers.

**Vermont:** As part of a food buying project, the State weights and measures inspector was interviewed concerning State laws, and the information passed on to agents and leaders. Leaflets on food buying were issued, and distributed at the 280 meetings taking part in the project. In Bennington County, the agent discussed the food value of cereals, comparing that information with facts on the label.

**Washington:** At the Kittitas County Fair last year there was an exhibit, prepared by one of the county home demonstration clubs, which showed that \$10 for a wardrobe can go a

long way, or a very short way, depending on how you use it. One of the club members did this: She spent \$10 for materials to make her fall wardrobe, and with the assistance of other members, made 2 rayon afternoon dresses, a cotton blouse, a house dress, a wool skirt, a jacket made over from old material with new lining, and 3 pieces of rayon underwear. Displayed right next to this wardrobe was one that \$10 bought ready made. It consisted only of 2 dresses and 3 pieces of underwear.

**West Virginia:** Group buying was a favorite subject for study in the State. First, clubs made a study of flour, towels, sheets, or whatever they were interested in, then compared different grades, prices, and quality. Quantity buying was done in 38 counties during the year.

**Wisconsin:** A questionnaire circulated among club members in Sheboygan County showed the need for better label information for consumers, particularly on foods. After a planning conference by leaders, agent, and specialist, a local grocer was contacted who offered the use of his store for an afternoon. He answered questions raised by members on their food-buying problems, and later reported the members present to have become much better buyers of food.

**Wyoming:** A tasting party in Weston County to show relationship between grade and quality started out with the members tasting samples of 4 canned fruits and vegetables. Then they discussed grades and labels, and finally studied a chart showing the cost per pound of common packaged foods.

**WILL the shirt and its collar fit? Will it fade? Will it shrink? Will it last?**



## JUNIOR CONSUMER BOOKSHELF

*Some of these pamphlets, crowded out of our last issue which was written especially for junior consumers, are useful to grown-ups as well. Junior consumers might turn the tables on their parents by reading them first, then passing them along*



JUNIOR BOOKSHELF

### The Food We Eat

**GETTING THE MOST FOR YOUR FOOD MONEY.** Leaflet, 4 pp. 1935. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Illustrated outline of the place of various kinds of food in the diet and their contribution to growth and health. Gives suggestions for planning a food budget for a well-balanced diet.

### The World We Live In

#### SOIL

**SOIL CONSERVATION PROGRAM**, for 4-H Clubs, Farm Mapping Project, by James A. Porter. 1939, pp. 32, illus. Address: Extension Division, Michigan State College of Agriculture and Applied Science, East Lansing, Michigan. Outline for setting up a project for soil conservation.

**CONSERVATION PROGRAM FOR MICHIGAN 4-H CLUBS**, by A. G. Kettunen. Club Bulletin 29, April 1937, pp. 26, illus. Address: Extension Division, Michigan State College of Agriculture and Applied Science, East Lansing, Michigan. Outline for projects for children in 4 fields of conservation: Forest Ranger Study, Forest Fire Study, Soil Conservation, Pheasant Raising, with materials used, and directions and suggestions for activities in connection with projects.

#### FORESTS

**WHAT FORESTS GIVE**, Forest Service, U. S. Department of Agriculture, by Martha B. Bruère, Revised 1940, pp. 79, illus. 15 cents. Address: Superintendent of Documents, Washington, D. C. A simple narrative discussion of the commercial uses of forest products and the importance of forests for agriculture and recreation.

**TAMING OUR FORESTS**, by Martha B. Bruère, Forest Service, U. S. Department

of Agriculture. 1938, pp. 87, illus. 15 cents. Address: Superintendent of Documents, Washington, D. C. An interesting account of the cultivation of forests for best results in conserving the land and yielding a continuous commercial crop. Includes account of how disease and fire are controlled and describes the duties and training of people who work in forests.

**FAMOUS TREES**, by Charles E. Randall and D. Priscilla Edgerton. Misc. Pub. No. 295, 1938, pp. 116, illus. 20 cents. Address: Superintendent of Documents, Government Printing Office, Washington, D. C. Stories about trees famous in history for their associations with notable people, events, religion, literature, etc.

#### WILDLIFE

**FOOD OF SOME WELL-KNOWN BIRDS OF FOREST, FARM AND GARDEN**, by F. E. L. Beal and W. L. McAtee. F. B. No. 506, 1922, pp. 33, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Limited supply. Description of 20 good and harmful birds; the insects and vegetable matter they destroy; methods of destroying harmful birds.

**FEEDING WILDLIFE IN WINTER**, by Wallace B. Grange. F. B. No. 1738, 1938, pp. 20, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Discusses the importance of winter feeding to the conservation of our wildlife. Describes kinds of foods to use for different animals and how to set up feeding stations for them.

#### Industry

**STORIES OF AMERICAN INDUSTRY**, United States Department of Commerce. 1937, pp. 19. 10 cents. Address: Superintendent of Documents, Washington, D. C. Instructions and illustrations for children to use in making simple toys and useful household articles from wood.

**D. C.** A series of radio talks on 23 American industries, told in a simple narrative form which makes them especially interesting to young people.

**STORIES OF AMERICAN INDUSTRY**, Second Series, U. S. Department of Commerce. 1938, pp. 150. 20 cents. Address: Superintendent of Documents, Washington, D. C. Talks on 32 additional industries.

#### Things To Do

**HOMES FOR BIRDS**, by E. R. Kalmbach and W. L. McAtee. F. B. 1456, 1930, pp. 21, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Instructions for making houses for various kinds of American birds, with a brief discussion of the value of birds for agriculture.

**RABBIT PRODUCTION**, by Geo. S. Templeton and Chas. E. Kellogg. F. B. No. 1730, 1939, pp. 49, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. A detailed pamphlet on the raising and marketing of rabbits. Especially useful for 4-H club work.

**ELECTRICAL PROJECTS FOR 4-H CLUBS**, by D. G. Ebinger. Club Bulletin 37, Nov. 1938, pp. 15, illus. Address: Michigan State College, Extension Division, East Lansing, Michigan. An instruction manual for second year 4-H club students of electricity. Tells how to use electricity on the farms. Gives directions for making brooders, heaters, etc.

**YOU CAN MAKE IT**, 1929, 52 pp., illus. U. S. Department of Commerce. 10 cents. Address: Superintendent of Documents, Washington, D. C. Instructions and illustrations for children to use in making simple toys and useful household articles from wood.

# Milk Glossary for Consumers



## H

**HAULING.** The milk industry branches out at both ends, where there are producers and where there are consumers. At the consumer end, the milk industry threads out in thousands of confused and duplicating runners in order to get milk competitively to the doorsteps of consumers. At the producing end, it branches out across the countryside to pick up small amounts of milk from the individual farmers in order to assemble it for processing in competing dairy plants. Just as dairy routes, like some other retail delivery routes, needlessly parallel and multiply themselves in cities, truck routes often skip about, wind around, and add to the cost of getting milk from the farm to the pasteurization and bottling plants.

The cost of hauling milk from the farm to the city dairy or country assembling plant is paid for by the farmer, and if these costs are large, they cut deeply into the farmers' returns.

Hauling sometimes is done by the farmer himself, sometimes by the cooperative to which the farmer belongs, sometimes by commercial hauling companies, sometimes by the city dairies. The cost of hauling milk may be worked out without much regard to distance so that farmers frequently regard the hauling charges as a grievance. A Federal Trade Commission study made in 1935 and 1936 revealed, for example, that in some cities the commercial dairies were mak-

ing a profit on milk hauling at the expense of producing farmers.

Milk now is hauled to town in trucks, for the most part. Only 2 cities, Boston and New York, receive most of their milk by rail. Hauling of milk has improved so much in recent years that it can be hauled to any city from practically any distance with complete safety.

Milk ordinances sometimes serve to prevent milk from being brought from great distances into cities, although it may be just as fresh and pure as milk that is brought into a city from nearby farms.

**HEARINGS.** Hearings held by the Federal Government or by State Milk Boards prior to the issuance of regulations affecting the price or distribution of milk.

Decisions based upon the evidence presented before milk hearings often determine how much consumers pay for their milk, and, therefore, how much milk they will be able to buy.

Consumer representation before milk hearings is necessary if the needs of consumers are to be considered fully before important decisions affecting them are made.

Information about Federal milk hearings affecting particular cities may be obtained by writing to the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

**HOMOGENIZED MILK (OR CREAM).** One method of homogenization is to force milk (or cream) through a tiny orifice, so that the size of the fat globules contained in milk is reduced. Homogenized milk is made more "viscous" (it becomes thicker and flows more slowly).

After homogenization, the fat in milk or cream separates less readily and a cream line does not form.

Homogenization makes milk and cream look richer, and in the case of coffee cream, it makes it go further in coloring the coffee.

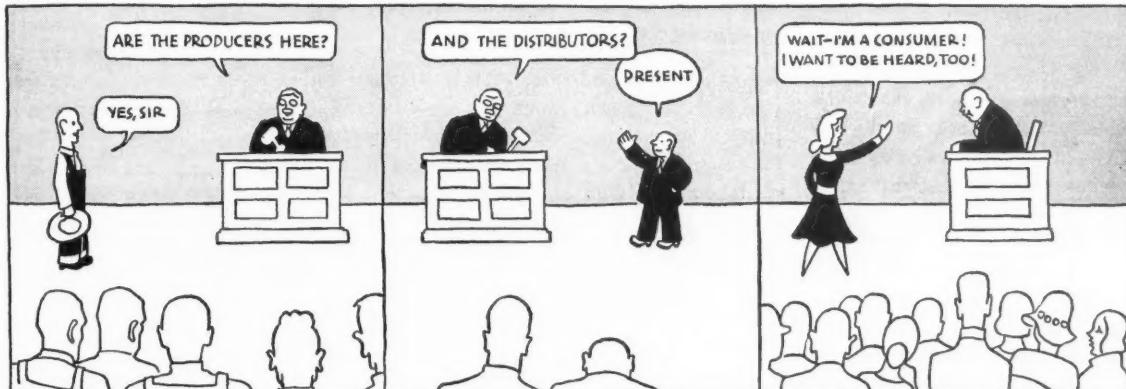
Homogenized cream has the disadvantage of being practically useless for whipping purposes.

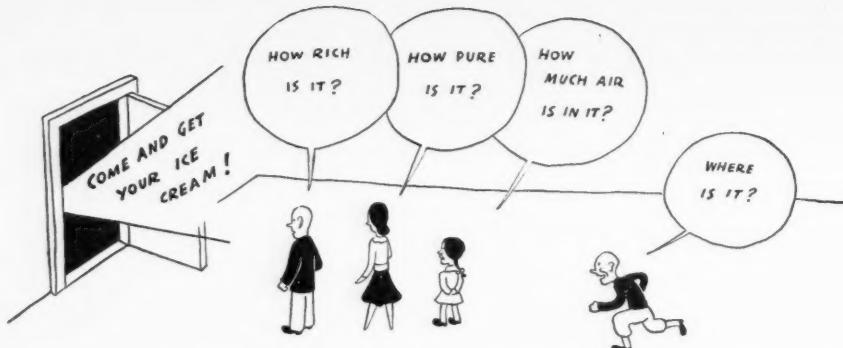
How much homogenization adds to the cost of a quart of milk depends in large measure on how much milk is processed in this way. The machine used is fairly expensive, but if a large volume of milk is passed through it, the cost per quart may be only a small part of one cent.

## I

**ICE CREAM.** A frozen food that contains milk or milk products, flavoring, and sweetening. It may contain eggs, also. Commercially-manufactured ice cream often in-

\*Earlier installments appeared in CONSUMERS' GUIDE August, October 1, October 15, November 1, December 2, and December 16, 1940.





cludes gelatin or some other stabilizer. Just what ice cream in its various forms means will soon be the subject of hearings which are to be held by the Federal Food and Drug Administration under the provisions of the Federal Food, Drug, and Cosmetic Act of 1938. When these hearings are completed and the definitions finally promulgated, all frozen desserts which enter interstate commerce will have to conform to the specifications in the Federal definitions.

Besides being subject to the provisions of the Federal Food, Drug, and Cosmetic Act, ice cream, since it is a food, is also subject to the various State food laws. Moreover every State in the Union has passed laws at one time or another which apply specifically to ice cream. These laws vary, but in general they prescribe a minimum butterfat content, minimum amounts of milk-solids-not-fat and a maximum air content. In some cases these laws also set up rules applying to the use of flavoring and coloring.

City ice cream ordinances overlap State laws, but in general, they are directed toward the wholesomeness of ice cream. As in the case of milk ordinances, they provide rules for the handling and pasteurization of ice cream.

While the ice cream in a particular locality will probably come up to the legal minima, the ice cream made by different companies may vary above the minimum and contain more or less butterfat, or air, or milk solids not fat, and more or less sugar, not to mention variations possible in flavoring and coloring matter.

Some uniformity in ice cream regulations will undoubtedly come when the Federal Food and Drug Administration issues its ice cream definitions, for many States have their food laws geared so that Federal definitions automatically take effect in the State.

Of equal importance to consumers, however, are the health regulations which apply to ice cream and which are embodied in city ice cream ordinances. Here consumers should look for an ordinance which safe-

guards the health of ice cream eaters, but which doesn't act as a trade barrier or require needlessly expensive procedures in ice cream manufacture. The United States Public Health Service is preparing a Standard Ice Cream Ordinance, similar to the Standard Milk Ordinance now in effect in more than 2,200 cities throughout the country. This proposed ordinance will provide a standard against which consumers can measure their own city laws.

The specification for ordinary ice cream which the Federal Government uses when it purchases this product requires that it be "the pure, clean frozen product made from sweet cream, milk, or milk products, sugar and harmless flavoring, with or without gelatin and/or edible stabilizers, and with or without eggs." It must contain 14 percent by weight of sugar, not more than  $\frac{1}{2}$  of one percent of stabilizer, more than 9 and not more than 12.5 percent of milk-solids-not-fat, not less than 12 percent milk fat (except fruit, mint, or chocolate ice cream which must contain 10 percent milk fat). The ice cream mix (ice cream before it is frozen) must have been pasteurized. The ice cream, finally, should weigh at least  $4\frac{1}{2}$  pounds to the gallon thus preventing the inclusion of too much air, and it should not contain more than 50,000 bacteria per gram.

Ice cream to most people is dessert and its food value is not always counted, but it should be. Ice cream contains all the nutrients present in milk plus additional energy value in the added butterfat and sugar.

**ICE CREAM MIX: THE UNFROZEN COMBINATION** of the ingredients in ice cream. While many ice cream manufacturers make their ice cream from an ice cream mix prepared in their own plants, other manufacturers and some retailers, freeze ice cream from a mix they purchase. The safeguards surrounding the manufacture and sale of ice cream, therefore, should apply equally to the manufacture and sale of ice cream mix.

**IRON.** See minerals.

## A Citrus Saga

[Continued from page 5]

September of 1940, the Bureau of Home Economics checked up on the diets of comparable families in and out of the Food Stamp Plan. At that time, citrus fruits were not purchasable with blue stamps. Families taking part in the Food Stamp Plan and spending \$1 to \$1.49 a week per person for food bought an average of 2.41 pounds of tomatoes and citrus fruits a week, while non-Stamp Plan families spending the same amount of money on food bought only 1.76 pounds of tomatoes and citrus fruits a week.

Citrus fruits, despite the fact that they have gone a long way, obviously still have places to go.

How far citrus fruits have come in about 40 years can be capsule this way:

In 1899, the United States produced 6,167,000 boxes of oranges.

In 1909, the United States produced 19,530,000 boxes.

In 1919, the United States produced 24,783,000 boxes.

In 1939, the United States produced 75,646,000 boxes.

By 1939 the annual value of the orange crop had reached \$70,116,000.

In 1899, the per capita consumption of oranges was 7 pounds, in 1939 it was 44 pounds.

In 1899, not enough grapefruit were produced to make it worthwhile counting them. By 1939, the grapefruit crop totaled 34,975,000 boxes with a farm value of \$15,431,000. Per capita consumption jumped from one pound in 1910, to 4 pounds in 1919, to 22 pounds in 1939.

Lemon production went from 874,000 boxes in 1899 to 11,963,000 boxes in 1939, and the value of the crop had climbed to about 18 million dollars. In 1939, the consumption of lemons was about 30 lemons per person or 6 pounds.

In climbing this statistical mountain the citrus fruit industry has encountered many problems. Technically nothing stands in the way of a volume of citrus fruit production sufficient to give everyone all the citrus fruit he needs.

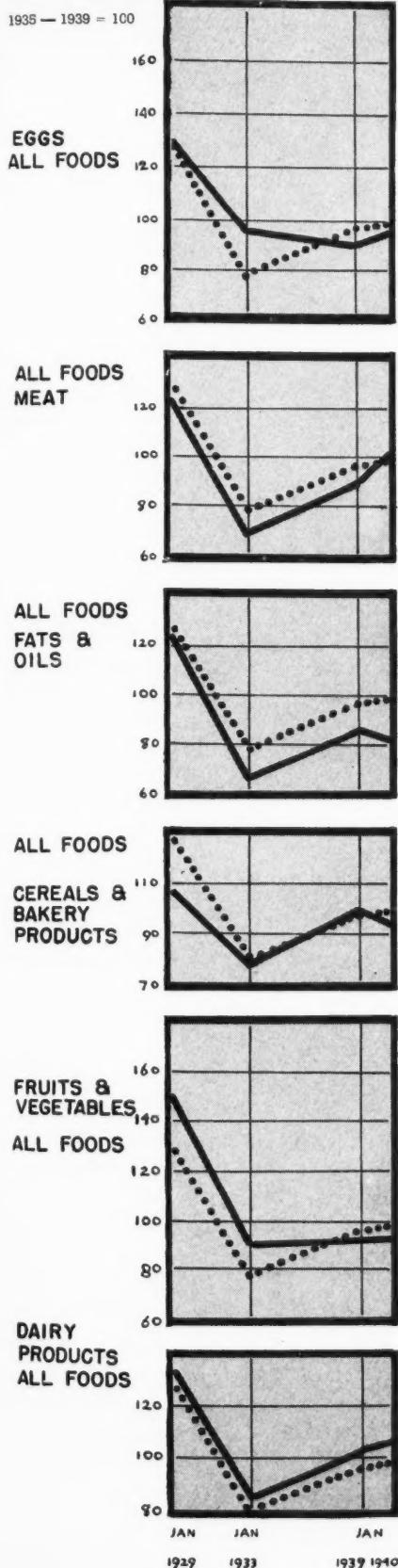
Between Americans and this rich cargo of health-giving citrus fruit, however, there stands an unsolved economic problem: How to distribute this volume of citrus fruit when it's produced at prices which everyone can afford and at the same time return an adequate livelihood to growers.

(Continued in our next issue)

# YOUR FOOD SUPPLIES AND COSTS <sup>15</sup>

## A PERSPECTIVE

A CLOSE-UP



**RETAIL FOOD COSTS.** Food prices went up again from mid-December to mid-January. Ordinarily costs go down at this time of the year because reductions in prices of eggs, dairy products and meats generally are big enough to cancel out price increases in fresh fruits and vegetables. This year eggs and dairy products declined in price from December to January. However, meats went up, and the advance in fresh vegetable prices was a little more than usual. Prices of other foods changed very little and the net effect was  $\frac{1}{2}$  of 1 percent increase in retail food costs.

Food costs in January, as reported by the Bureau of Labor Statistics, were slightly (2 to 3 percent) higher than they had been in the previous 2 Januaries. However, they were lower than every other January since 1934, slightly below their 1935-1939 average level, and midway between January 1930 and January 1933, the peak and low levels for January in the past 10 years.

**MEATS.** Prices, particularly for pork, probably will continue for the next few months at a higher level than last year. Pork supplies are expected to be much smaller than last March and April, but beef and lamb supplies may be slightly larger.

**FRUITS.** Citrus fruits and apples are expected to be more abundant and lower in price than last winter and spring.

**VEGETABLES.** Recent curtailment in marketings seems to be temporary, and the outlook is for much more vegetables than a year ago after mid-April.

**DAIRY PRODUCTS.** Record milk production the past few months indicates that supplies of dairy products probably will continue to be larger than last March and April.

**EGGS.** Much of the price decline which generally occurs from November through April, appears to have occurred already.

**POULTRY.** Supplies are expected to decline seasonally through the spring months and to be smaller than a year ago.

**POTATOES.** New and old potatoes probably will be considerably more plentiful than last winter and spring, but much smaller sweetpotato supplies are expected.

1935 — 1939 = 100

EGGS

ROUND STEAK

BUTTER

ALL FOODS

BREAD  
LEG OF LAMB

FLOUR

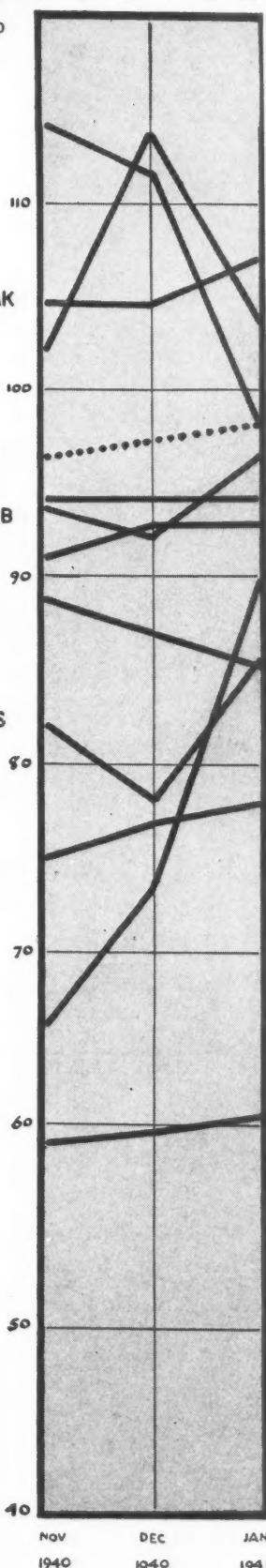
ORANGES

PORK CHOPS

POTATOES

CABBAGE

LARD





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